

Non-interventional Studies

Transforming Real World Data into Scientifically Robust Real World Evidence

Our clients know Ipsos for primary and syndicated healthcare market research – and, specifically, for excellence in accessing patients and physicians, high quality global data collection and advanced analysis in market research.

What we are less well-known for – and yet equally proficient in – are non-interventional studies that follow a rigorous process to transform real world data (RWD) into scientifically robust real world evidence (RWE).

We deliver a wide range of bespoke, competitive solutions in this increasingly important area, from identifying RWE needs to generating robust data to fill data gaps, all drawing on our vast global resources and extensive experience in RWE.

Demonstrating the value of your drug, device or diagnostic



Effectiveness & safety



HCRU and unit costs



Direct medical/ non-medical costs



Indirect costs



Productivity loss



Epidemiology



Clinical burden



Humanistic burden



Health-related QoL

Non-interventional Studies

Our capabilities



Evidence planning & consultancy

Supporting our clients to select the most appropriate data sources and methodologies to generate the data that will make a difference to their stakeholders



Primary data non-interventional studies

Generating new data via a robust GxP process to fill identified data gaps, accessing participants through our networks



Secondary data non-interventional studies

Providing a data-agnostic service, working with data holders and analysing existing datasets to fill identified data gaps



Maximising the value of RWE

Providing fit-for-purpose publications and data visualisation tools and materials

Expertise in a wide variety of study types & designs



Burden of disease studies



Treatment pathway studies



Resource utilisation studies



Epidemiology studies



Patient reported outcome studies



Patient preference studies



Patient / carer satisfaction



Post marketing safety and efficacy studies



Comparative effectiveness



Disease & Product registries

Non-interventional Studies

Why bring the power of Ipsos to your non-interventional study?

- RWE expertise from our teams in NIS, Market Access, HEOR, Syndicated RWE & Data Science
- Flexibility in study design, combining methods & data sources
- Local, regional & global experience in running non-interventional studies
- Vast experience in accessing participants for RWE studies across the globe
- Strength in data analytics & data visualisation to optimise the value of your RWE

Selected NIS studies conducted by Ipsos



Assessing the prevalence of paediatric chronic spontaneous urticaria in the EU5



Global migraine patient study: Assessing the burden that migraine patients endure



Identifying needs and preferences of NASH patients on future therapeutic options



Understanding chronic low back pain patients



Longitudinal ethnography to uncover unmet needs in patients with cancer



Global psoriasis patient study: Assessing the burden that psoriasis patients endure



Real world database mapping for feasibility assessment of RWE studies for rare retinal diseases

CONTACT US TO LEARN MORE

To discuss your specific requirements, please just get in touch.



Joern.Kleebach@ipsos.com

About the Ipsos Healthcare Service Line

Ipsos is a global insight, analytics and advisory partner to the healthcare sector. Operating in over 50 countries, our multi-disciplinary team delivers integrated services and proprietary real-world evidence across the product lifecycle. This enables our clients to act with clarity, certainty and speed.